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Voluntary Internal

Date: 5/4/2018

GAIN Report Number: PA1802

Panama

Post: Panama

RTM Outreach Natural Products Expo West 2018

Report Categories:

CSSF Activity Report

Expand International Marketing Opportunities

Trade Show Evaluation

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Report Highlights:

FAS Panama led a first time buyer's mission to the Natural Product Expo West in Anaheim, CA March 6-10, 2018. The Show is the world's largest natural, organic and healthy products exposition.

Panamanian buyers were exposed to 3,521 exhibitors and participated in several education seminars on new sector trends. Mission participants learned how to grow and improve their product mix for their retail outlets and distribution. As a result, FAS Panama expects mission participant negotiations with U.S. food and beverage companies to reach \$250,000 in U.S. exports to Panama over the next 6-12 months.

General Information:

1. Event Name: RTM Outreach Natural Products Expo West

2. Funds Reservation Number: CT7400007860

3. Dates: March 6-10th, 2018

4. Place: Anaheim, California

5. Description and purpose of the activity:

FAS Panama led a first time buyer's mission to the Natural Product Expo West in Anaheim, CA March 6-10, 2018. The Show is the world's largest natural, organic and healthy products exposition. Panamanian buyers were exposed to 3,521 exhibitors and participated in several education sessions on new sector trends. Mission participants learned how to grow and improve their product mix for retail outlets and distribution.

Over the past five years, the number of Panamanian food retailers have expanded by nearly 15 percent and have continually seek to improve in the quality and variety of products they offer. In addition, convenience stores are also are expanding their presence by opening new stores in populated areas across the country and offering online grocery shopping and delivery services, with the promise of offering fresh and healthy food.

Panamanian importers have shown more and more interest in attending food shows in the United States, which is a new opportunity for U.S. food exports to enter Panama's retail gateway. FAS Panama aims to create awareness of U.S. food and beverage products and increase Panamanian importer, retailer, and distributor participation in U.S. trade shows. Panama's retailers are looking for specialty foods, new trendy and natural products to meet its consumer needs.

6. Expected Results:

- As a result, FAS Panama expects mission participant negotiations with U.S. food and beverage companies to reach \$250,000 in U.S. exports to Panama over the next 6-12 months.
- For Panamanian mission participants to call on FAS Panama for finding U.S. food and beverage products in the future, and attend future Post led trade shows.

7. Actual Results:

Total Buying Mission: The buying mission consisted of 5 buyers representing 3 companies: Super 99, a local supermarket with 48 locations around the country; Orgánica Store with 6 store locations; and Jacach, S.A. local distributor. Actual results catalogued below are based on evaluations submitted by our participants. Two participating importers are currently in negotiations with U.S. companies that export organic/natural products.

Results / Outcomes	2017 Actual Results	2018 Expected Results
Number of buyers recruited to the show.	0	5
No. of new U.S. supplier contacts made at the show per Panama	0	75
No. of new sales or distribution agreements with U.S. suppliers	Unknown	5
Increase in purchases from U.S. suppliers over the next 6-12 months	To be determined	\$250,000

Participating buyers have expressed to FAS/Panama a projected an increase of nearly \$250,000 thousand in U.S. purchases over the next 12 months as a result of their attendance at the Natural Product Expo West show 2018.

Special Event for buyers: As a value-added to the inbound buying missions, our importers were invited to *The Product Showcase* event organized by WUSATA. Participants met with over 40 export-ready US companies offering natural and healthy products grouped conveniently in one location.

During this special showcase, our office took the opportunity to introduce FAS services to U.S. exporters and provide and informational Market Fact Sheet on Panama for their reference. FAS Panama also used this opportunity to gather market intelligence information that will help with future match-making opportunities between U.S. suppliers and Panamanian buyers.

Trainings and continuing education:

Mission participants participated in several workshops related to retailers and suppliers such as a “U.S. Organic Briefing, Beyond the label and Once upon a farm”. FAS Panama also used the workshop as an opportunity to collect information to share Post’s importer and distributor contacts that were not able to join the mission.

8. Recommendations/Follow-Up Evaluations

FAS Panama will follow up with trade mission participants in 3-6 months to see if they are making additional sales. In addition, Post will continue to monitor the trends in the market for this product category and will plan to lead a similar mission to this same show in the future.

9. Total Budget:



Budget Source	Costs
CSSF Funds reservation number CT7400007860	
LES travel to Trade Show Overseas Out of Country Travel	\$ 2,278.10
One Panamanian Company’s lodging costs	\$ 1,005.00
Total	\$ 3,283.10



10. Local Media, Press and Social Media Generation

- **Media Outreach/ Magazines:** Two page coverage of the Natural Product Expo West on Horeca Magazine (Print and digital distribution to the HRI industry)
https://docs.wixstatic.com/ugd/15b2f7_ed87f547100a4fe68f1650ca99585fba.pdf



FAS PANAMA ACTIVITIES AND MEDIA OUTREACH				
MONTH	ACTIVITY	DESCRIPTION	PROMO	MEDIA LINK
FEB	Email Marketing	American Chamber of Commerce/Weekly Newsletter to 2500 members promo of US Trade Shows		https://panamcham.us11.list-manage.com/track/click?u=3a521023179cb17e5ae41d409&id=3d36b0972f&e=49a35d38d0
JAN/MAR	Media Outreach/Twitter	Trade Show Promotion/U.S. Embassy Twitter/U.S. Embassy Website/ Ag event section. Updated website section with the list of 2018 Trade Shows and included links to download Trade Show Calendars + quick access to the trade show registration form.		https://twitter.com/USEmbPAN/status/986017986350854144